

**ECONOMIC DEVELOPMENT ADVISORY BOARD**  
**Meeting Minutes**  
**April 12, 2006 at 4:00 P.M.**  
**City of Fort Lauderdale**  
**100 North Andrews Avenue**  
**8<sup>th</sup> Floor Conference Room**

	<u>Current Meeting</u>	<u>2006 Cumulative Attendance</u>	
<u>Board Members</u>		<u>Present</u>	<u>Absent</u>
Robert Boyd	A	2	2
Mark Budwig, Vice Chair	P	4	0
Will Burrington, Chair	P	3	1
Pat DuMont	A	2	2
Kristina Hebert	A	3	1
Cort Neimark	P	3	1
Adam Sanders	P	3	1
Tim Schiavone	P	2	2
Gerri Washington	A	2	2
Gwen Watson	P	4	0
Lisa Zelch	A	1	3

**Staff**

Ron Hicks, Director of Economic Development  
Lavya Vassor, Recording Secretary

**Guests**

Bob LaMattina, Beach CRA Manager  
Michael Madfis, Architect, The Madfis Group  
Frank Herhold, Marine Industries Association

**I. Call to Order and Introductions**

Chair Burrington called the meeting to order at 4:10 p.m. Board members, City staff and guests introduced themselves in turn.

**II. Approval of March 2006 Minutes**

This item was deferred due to lack of a quorum

**III. South Andrews Business Association Master Plan**

Michael Madfis

Mr. Madfis explained that the Master Plan was undertaken to examine current infrastructure and capacities and determine what demands would be created by adding residential uses to the district. They had ultimately determined that 1,800 residential units could be added in the district.

Mr. Madfis presented renderings of the projects and described the components:

- ❖ Division into 4 Sub-Areas
  - North End
    - Larger buildings
  - Southwest First Avenue
    - Mixed use
  - Hospital District
    - Transit Station
    - Multi-Modal Transit Intersections
    - Structured parking
  - South - Mixed-Use/Office/Residential Area
    - Possible complete build-out
- ❖ 1.25 million Square Feet - Office Space
- ❖ 275,000 Square Feet – Retail Space
- ❖ 350,000 Square Feet – Flexible Warehouse Space
- ❖ 250,000 Civic Space
  - 1,800 Residential units
  - 400 Hotel Rooms
  - 6,000 On-site Parking Spaces
  - 982 On-street Parking Spaces
- ❖ Implementation
  - Zoning overlay or change to be compatible with land use
  - Street improvements/Public parking supply
  - Marketing Plan
  - Funding Sources
  - Pedestrian incentives
- ❖ Parking Management
  - Parking buyout for warehouses
    - Save existing infrastructure
    - Generate economics
    - Build out parking
- ❖ Potential Funding Sources
  - Assessment/Neighborhood Improvement District
  - Downtown Development Authority
  - Density Bonus

Mr. Madfis informed Mr. Budwig that they hoped to present this to the Planning and Zoning Board in the next few months, and then to the City Commission.

Mr. Frank Herhold, Marine Industries Association, said his organization supported the plan.

#### **IV. 2005 EDAB Workshops Review Summary, Establish 2006 Objectives**

Chair Burrington wanted to continue to develop and discuss the Board's ideas and objectives that had been outlined in October 2005. Mr. Hicks stated that once the Economic Development Program was discussed with the City Commission and approved in concept, the Board could then weigh in and perhaps provide some assistance in certain roles. He felt this would be accomplished within the next few months.

Ms. Watson asked if the EDAB should have some input on the Economic Development Program plan and Mr. Hicks said he felt it best if City Staff worked with the City Commission on the plan first. Ms. Watson remembered how difficult it had been in 2002 for EDAB to get the City Commission to maintain the Economic Development Department. Mr. Hicks felt that quantifying and proving the benefits of economic development programs was most important and noted that this was a component of the Economic Development Plan.

Mr. Budwig felt they should continue developing their outline, and Chair Burrington wanted to make sure they were not duplicating the efforts of the Economic Development Department. Mr. Hicks noted that several of the items in the outline were being addressed by the City already.

Mr. Hicks wanted to find ways to work with and reach out to small businesses. Ms. Watson felt this would be a good topic for the Chamber of Commerce's Board of Governors.

Mr. Hicks asked the Board to recommend locations smaller than 600 square feet that could be used temporarily for a business recovery center after a hurricane, and for volunteers to staff it.

The Board discussed the negative impression most City gateways gave of the City. Mr. Hicks felt the major problem was that most of the gateways needed maintenance. He added that this was addressed in the economic development program they were working on. Mr. Hicks explained that City Staff would work with the Commission on the Economic Development Plan, then they would solicit support from the public, then the Commission would vote on the plan.

Chair Burrington said he did not want the EDAB to be a waste of members' time. He felt they could not contribute significantly until the City had developed at least a draft of this Economic Development Plan. Mr. Hicks felt the Board could help with a "rapid response team" to attend Commission meetings to counter negative public input about proposed projects when they were presented to the City Commission and to advocate for other City proposals. Mr. Hicks felt that the EDAB could also provide an important communication link between the City and the business community.

Ms. Watson wanted to determine if there was a Master Plan for every area of the City. If there was none, she wanted to encourage the City to create one [or more than one] and then help advocate for the plan(s). Mr. Schiavone felt they should encourage the City to make the creation of a City-wide Master Plan a priority, and to encourage communication with the County as well. Mr. Hicks felt it would be difficult to develop a City-wide Master Plan because of the City's diversity.

Chair Burrington felt that what the City ultimately needed was to re-brand itself. Mr. Schiavone acknowledged that it would take time to "turn the ship around", but felt that things were starting to change.

**V. Director's Report**  
[This item was taken out of order]

Ron Hicks, Director, Economic Development

Mr. Hicks informed the Board that the Expedited Permitting Process plan review would go to the City Commission in May.

Mr. Hicks announced that he would return to the Board in the future to request approval of the bid for the Business Improvement District.

**VI. Other Business**

EDAB Members

The next meeting of the EDAB was scheduled for May 10 at 4:00 p.m.

Thereupon the meeting adjourned at 5:40 p.m.